



GUJARAT STATE FERTILIZERS & CHEMICALS LIMITED

Fertilizernagar - 391 750, Vadodara, Gujarat, India.

CIN : L99999GJ1962PLC001121 • www.gsfclimited.com

NOTICE INVITING TENDER - CREATIVE AGENCY

GSFC's Creative Business is up For Grabs !

GSFC, ₹ 86 billion conglomerate, invites creative minds to join hands and give shape to the ideas of our team through alluring creative graphics for its range of agricultural inputs & industrial products.

For further details please visit our website: www.gsfclimited.com → **RFQ Contractors**. Interested bidders are requested to submit their bids online on or before 5 PM, 10th July, 2019.

To,

Dear Sir,

Tender Enquiry for Annual Rate Contract for Creative Agency on retainer ship at GSFC Fertilizer Nagar Complex, Vadodara for the period from 1st September, 2019 to 31st August, 2020.

GSFC Limited, a leading producer of fertilizers, chemicals and agro products with an annual sales turnover of over Rs.8600 Crores is a multi-location, multi-product company with pan India marketing presence. It is situated on National Highway No.8 near Village Chhani, Dist. Vadodara, Gujarat, India. We are inviting online tenders from reputed and professional agencies for Annual Rate Contract for above mentioned activities for one year.

Please note the following:

- 1.0 The activities to be attended are depicted in Scope of work in tender documents.
- 2.0 Bidder needs to submit rates as per Schedule of rates.
- 3.0 Bidder needs to read and comply with the entire tender document especially qualifying criteria for qualifying as a participant in this contract.
- 4.0 The last date of online submission of tender will be **10.07.2019** up to **17.00 hrs.**
- 5.0 The bidder should take utmost care while filling the details and the rates, as any wrong information or unworkable rates, if given, shall be liable to be disqualified from the participation in the tender.
- 6.0 **For participation in E-Tender, digital signature Class – III and registration with (n) procure (www.nprocure.com) is compulsory. If required, you may contact on toll free number 1800-419-4632.**

GSFC will nominate one officer as contract manager for this contract, who will be GSFC's SPOC (Single Point of Contact) and responsible for enforcement of contract terms and release of payment.

In case of any query pertaining to this tender, kindly contact on our **helpline number (+91 265 309 2447) between 10:00 to 17:00 on working days.**

Thanking you,

Yours faithfully,

A K Vyas
(Chief CC & FNC)

For GUJARAT STATE FERTILIZERS & CHEMICALS LTD.,



Tender Document

For

Creative Agency on Retainer ship

Open Tender No. GSFC/CC/Creative/01/19-20

Date: 28/06/2019

Prepared By:

**Corporate Communications Department
Gujarat State Fertilizers & Chemicals Limited (GSFC)
Fertilizernagar, Vadodara-391750
Gujarat**

www.gsflimited.com

Notice Inviting Tenders

Gujarat State Fertilizers & Chemicals Limited (GSFC) invites sealed bids under **Open Tender System – Two Stage (Stage: I – Technical Bid & EMD, Stage:2 – Financial Bid)** from experienced Advertising & Branding Agency for hiring Creative Agency on retainer ship for GSFC and GATL.

1	Tender Notice Number	GSFC/CC/Creative/01/19-20
2	Name of Work	Creative Agency on retainer ship
3	Type of Tender	Open Tender
4	Estimated Cost	App. Rs. 15,00,000/- for one year
5	Contract Period	One Year from the date of Work order/ LOI , with a provision to extend the services for a further period of one year at the same rates, terms & conditions upon satisfaction of GSFC competent authority.
6	Earnest Money Deposit	Rs. 30,000
7	Validity of Bid	Bid will be valid for 60 days from the date of Opening of Bid
8	Date of Tender Notice	28/06/2019
9	Last date for receipt of complete tender	10/07/2019
10	Date of opening of Bids	16/07/2019
11	Address for Submission of Tender	Online Submission

Introduction

Definitions

GSFC Means Gujarat State Fertilizers & Chemicals Limited.

GATL means GSFC Agrotech Limited.

Selected Bidder means the agency who will be awarded work order after successful completion of this tender process.

Competent Authority means the MD-GSFC/official under whose name work order is signed/ the portfolio officer of this project.

Work or Assignment means work mentioned under the scope of this tender.

About GSFC

Gujarat State Fertilizers & Chemicals Limited (GSFC) (CIN:L00000GJ1962PLC001121) is a Public Limited Company, incorporated and registered under the Companies Act, 1956, having its registered office at P.O. Fertilizernagar, Vadodara. It is a multi product & multi-locations conglomerate, primarily involved into the business of Fertilizers & Industrial Chemicals; having annual turnover of around Rs. 8600 Crores. Major fertilizers produced by GSFC are Urea, DAP, NPK, Ammonium Sulphate & APS; on the industrial product front GSFC is the market leader in the production of Caprolactam, Melamine, Nylon-6, Sulphuric Acid and many more.

About GATL

GSFC Agrotech Ltd. (GATL) (CIN: U36109GJ2012PLC069694) is a wholly owned Subsidiary of Gujarat State Fertilizers & Chemicals Ltd. (GSFC) established in 2012. It is incorporated and registered under the Companies Act, 1956, having its registered office at P.O. Fertilizernagar, Vadodara. GATL is set up with the objective of promoting Agro Products & Agro Services to bring unprecedented evolution in Agri Business in Gujarat. Major products marketed by GATL are Plant Protein based growth promoters, Liquid Bio-Fertilizers, Tissue Culture Plants, Seeds, Water Soluble Fertilizer, etc. These products are sold through GATL owned over 300 retail outlets (GATL Kisan Suvidha Kendra) across Gujarat & through many other institutional partners. In order to geographically expand its presence GATL has adopted franchise model for opening new retail outlets in Gujarat & other states. Soil & water testing through mobile laboratory, Agri-net call centre (Toll Free Advisory services to farmers) & KrishiJivan Magazine etc. are some of the services provided by GATL.

Scope of Work:

1. Designing Agency should have strong background in Conceptualization & Visualization, designing graphics, composing jingles, lyrics, script/Story Writing, Designing Collateral, Presentations, Editing, Content writing, Copywriting, etc. as applicable or required by Company.
2. Designing Agency should have proficiency in Hindi, English & Gujarati languages. The Agency should have proficient translators and proof readers for English, Hindi, and Gujarati. Highly qualified candidates with suitable experience should be hired by the agency.
3. Mainly agency will have to work for ATL,BTL,TTL, Sales Promotion Communications(print media advertisements cum notices, e-greetings, social media posts- Facebook, LinkedIn etc.)PowerPoint Presentation with audio & animation ,Presentation Templates, OOH, Office Stationeries, Product Promotion, Venue Design, Rebranding (if required)as well as on upcoming events creative making, etc.
4. Regular designing jobs are brochures, booklets, Package design (product bags), flyers / leaflets, posters, banners, canopy, standees, Advertisements, Calendars, Website creative, AGM, Festivals, GIFs, Company's Foundation Day, Cover page of Quarterly and Annual Reports and other magazines, Management Profiles etc.
5. Design development of all Financial, Legal, Statutory, Tender, Recruitment, Notice, Press Note etc advertisements on regular basis including Language Translation in English-Gujarati-Hindi, Copy writing, Script writing, Content development etc. Such work will need agency's abilities to complete the work of designing, proof reading and language translation on short notice.
6. Concept and stall designing for various exhibitions the organization participates in.
7. Design cover page and internal pages(cartoon story, game page, etc.) of monthly magazine, KrishiJivan in Gujarati & Hindi.
8. Stationery including but not limited to labels/dockets, envelops, letter heads, bags, pouches, forms, office stationery, visiting cards, stickers, tags, etc.
9. For panels/display boards/signage, banners, standees, backdrops, newsletters, posters, etc.
10. Of various external communication avenues for events like invitation cards, badges, invite mailers, direct mailers, e mail signatures, etc.
11. Publicity material for OOH formats such as hoardings, gantry, kiosks, electronic displays, Radio, TV, etc.
12. Artwork, copy & content writing as applicable for, jingles, lyrics, scripts, concept & its adaptations, etc.
13. Preparation of materials in English/Hindi/Gujarati as defined by the task & objective. However, for other national & international languages, separate terms will be defined.
14. Products & services / Electronic media campaign and its related designs and Artwork.
15. Designing and artwork of Company's procurement or supplying customs made gift Articles, Design development of special gift articles etc.
16. Designing and artwork of Company's /CSR activities publicity and its related Event/regular publicity literature.
17. Any other relevant work that may be assigned from time to time.

Terms & Conditions

1. Pre Qualification Criteria:

1. Bidder should be an Indian National.
2. Agency shall be eligible to submit only one bid.
3. Bidder shall not have a conflict of interest. All bidders found to have conflict of interest shall be disqualified.
4. Bidder should have experience/ record of undertaking & successfully executing at least 30% of tender value of at least one work or at least 20% of tender value of two works each, in preceding three years. (Work Order Copy/ Invoice/ Certificate from client mentioning about work done in past three years to be submitted)
5. Bidder should have specific experience in the area of Conceptualization & Visualization, jingles, lyrics, making designs, Script/Story Writing, Designing Collateral, Presentations, Editing, Content writing / Content refurbishing, Translation, Copywriting, etc.
6. GST Registration & Valid PAN Number.
7. The selected bidder should have average turnover of Rs.1.5 Crore /annum in three immediately preceding financial years or a total of Rs.4.5 Crore in three immediately preceding financial years. (Audited copy & Certificate of a CA required)
8. Consortium and tie-ups are not allowed to meet above mentioned annual turnover criteria.
9. Selected bidder should not be black-listed in any of the State / Central Govt or in any PSU, especially in Gujarat. Upon selection, the selected bidder has to furnish an affidavit to this effect on a stamp paper of appropriate value.
10. For participation in E-Tender, digital signature Class – III and registration with (n) procure (www.nprocure.com) is compulsory. If required, you may contact on toll free number 1800-419-4632.

2. **Earnest Money Deposit (EMD):** The bidder has to furnish as a part of its Bid, an Earnest Money Deposit (EMD) in the form of Demand Draft from any Scheduled Commercial Bank drawn in favour of “Gujarat State Fertilizers & Chemicals Limited” for an amount of Rs.30,000/- (Rupees Thirty Thousands only) payable at Vadodara. The bidder shall submit EMD along with Technical Bid on line. No Interest shall be payable on the EMD. Alternatively, you may submit Bank Guarantee from a Nationalized Bank. In the event of its non-submission, the Bid will be rejected without any further correspondence. Unsuccessful bidder’s EMD will be discharged after awarding the Work Order to the successful bidder. EMD of successful bidder will be adjusted against the security deposit payable by them.

The EMD shall be forfeited if;

- 1) A Bidder withdraws its Bid during the period of Bid validity; or
- 2) In case of a successful Bidder, if the Bidder fails to accept Work Order,
- 3) Any decision in this regard by GSFC shall be final, conclusive and binding on the bidders.

- 3. Execution of Annual Plan & Status Report:** The successful Bidder shall submit execution plan immediately after acceptance of the work order. Execution plan shall contain detailed modus operandi for the execution of this assignment.

Execution plan shall also give details of Execution teams deployed for the execution of this assignment. Execution team details shall include number of team, number of members in each team, responsibilities of each team, expected date of completion of assignment of each team.
- 4. Status Report:** In every fortnight after the acceptance of work order successful bidder shall have to submit a status report to the competent authority. Status report shall include description of the works performed; deadline for completion of pending work etc. in soft as well as hard copy. The selected agency shall arrange a meeting with the Corporate Communication Department at every fortnight.
- 5.** The bidder must apply its own care and conduct its own investigation and analysis regarding any information contained in the tender document and the meaning and impact of that information.
- 6.** The successful bidder, with which the Company shall be entering into the Contract will not be entitled to subcontract/ assign any part of the Contract, unless prior approval of the Company.
- 7.** The selected Agency shall abide by all relevant rules, regulations and norms of the Government as issued from time to time and also to obtain all licenses, consents and permits, as may be required for the delivery / performance of the services from time to time.
- 8. Rights of GSFC:**

 1. GSFC Reserves the right to suitably increase / reduce the scope of work mentioned in this tender as per practical needs or even cancel the tender process without assigning any reason.
 2. In case of any ambiguity in the interpretation of any aspect of this tender document, interpretation of GSFC shall be final and binding on all bidders.
- 9. Terms of Payment:**

 1. The payment will be released to the successful bidder within 30 days from the date of submission of original invoice along with necessary documents (creative's in hard and soft copy), as the case may be, each month.

10. Acceptance and Rejection of Tender:

1. It is not binding on the GSFC to accept the lowest bidder whose offer will be found to be technically, commercially and financially acceptable and shall be evaluated to be most suitable. For the contract, the selected bidder shall have to enter into an agreement with the Company.
2. GSFC Reserves the right to accept or reject any tender in part or full without assigning any reason whatsoever or cancel this tender process, anytime prior to award of purchase order. This is an absolute right conferred to GSFC and is not subject of challenge on ground whatsoever by any party interested.
3. Final rate quoted by the selected bidder shall remain firm until completion of contract period even during the extended period, if any, on any account whatsoever. However, if there is any statutory change in matters related to taxation, the same shall be given effect to.
4. If found at any point of time during the tender process or even after award of work order that the selected agency is not meeting the eligibility criteria, GSFC will have power to terminate the contract with immediate effect without assigning any reason. Thereafter the said agency shall withdraw from work without any demur and dispute.
5. Conditional quotation will not be accepted and will be summarily rejected.
6. In case of any disagreement, the decision of MD-GSFC shall be absolute and binding on all the parties concerned.

11. SETTLEMENT OF DISPUTE:

In case of any disagreement in the course of the Contract or confusion interpretation of any terms specified in this Tender document, the decision of MD-GSFC shall be final and binding on all the parties concerned.

12. GOVERNING LAW:

This tender document and services/works hereunder shall be governed by and construed and forced in accordance with the Laws of India and only the competent courts in Vadodara shall have the exclusive jurisdiction for any dispute arising out of as in relation to this tender.

13. TERMINATION BY DEFAULT:

1. GSFC may, without prejudice to any other remedy for breach of Contract, by written notice of default sent to selected Agency, terminate the Contract in whole or part:

2. If the selected Agency fails to provide services/rectify the fault within the time period specified in the Contract or any extension thereof granted by the GSFC,
3. If the selected Agency fails to perform any other obligation(s) under the Contract.

14. GENERAL:

- The selected Agency shall nominate a coordinator who shall be responsible for immediate interaction with the Department so that optimal services can be availed without any disruption.
- The Agreement/contract is liable to be terminated because of non-performance, deviation of terms and conditions of contract.
- The successful bidder will have to deposit a Bank Guarantee (BG) of Nationalised Bank/ Performance Security Deposit of Rs. 1,00,000/-, after award of the contract.
- In case of breach of any terms and conditions attached to this agreement, the Performance Security Deposit of the selected Agency shall be liable to be forfeited besides annulment of the Agreement.
- The Authority reserves the right to withdraw or relax any of the terms and condition mentioned above so as to overcome the problem encountered at a later stage
- The selected Agency's personal shall not divulge or disclose to any person any details of office, operational process, technical know-how, security arrangement, administrations/ organizational matters as all are of confidential/secret nature.
- The Agreement/contract is liable to be terminated because of non-performance, deviation of terms and conditions of contract.
- The successful bidder will enter into an agreement/contract with GSFC on the above terms and conditions.

Instruction for Bidders

1. **Submission of Bid:** The bidder shall submit the (1) Technical Bid with EMD & (2) Financial Bid separately online. The Technical Bid shall bear the name “Technical Bid of Tender No. GSFC/CC/Creative/01/19-20 Dated: 28/06/2019”, while financial bid shall bear the name “Financial Bid of Tender No. GSFC/CC/Creative/01/19-20 Dated: 28/06/2019” for avoiding mismatch. The Technical Bid and Financial Bid shall contain documents as per following table:

Document Required for Technical Bid & Financial Bid	
Technical Bid	Financial Bid
Form-I	Form-II
Demand Draft for EMD	
Audited Balance Sheet of Previous Three FY	
Work Order, Invoice & Certificate from client as a proof of work undertaken of	

requisite value , as mentioned in Pre-qualification criteria	
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2. GSFC, at its discretion may extend the deadline for submission of the bid; notice for the same will be published on GSFC official Website. If deadline for submission of bid is extended, all rights and obligations of GSFC & bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.
3. All documents submitted in connection with, shall be in English language only.
4. Once submitted, the Bid cannot be altered or modified even before the due date.
5. The Bidder may withdraw its BID after submission prior to the BID Due Date, writing express to that extent by specifying the reason and thereafter he shall not be eligible to re-submit the bid. No BID shall be modified, substituted or withdrawn by the Bidder on or after the BID Due Date & Time.

Evaluation Process

1. For the evaluation of Bids Submitted in **Two Stage (Stage: I – Technical Bid & EMD, Stage: 2 – Financial Bid) Procedure** shall be followed.
2. As per the given date in the Notice Inviting Tender (NIT) of this tender document, all bids received will be opened and will be evaluated. Technical bids (Form – I) shall be opened for further evaluation by GSFC committee.
3. Selected bidders shall be assigned some theme based projects for presentation in front of the Committee.
4. Post which the financial bids shall be opened. Financial Bid shall be as per the given format in the Form-II.
5. Financial Bid shall be unconditional, failing which the bid shall be summarily rejected.
6. The issuance of tender document is merely an invitation to offer and must not be construed as any agreement or contract or arrangement

Form-I**Online Technical Bid**

Tender Document for Creative Agency on retainer ship at GSFC

Sr. No.	Particulars	Details
1	Name of Organization with complete address	
2	Type of Organization	
3	Date & Year of Establishment (Supporting document to be enclosed)	
	Name of Contact Person	
	Contact Details: Mobile No & Email Id	
4	Annual Turnover of Past Three Years as certified by the Chartered Accountant. (Enclose: Audited Balanced sheet of Past 3 Years, Chartered Accountant certificates)	FY: 2018-19 FY: 2017-18 FY:2016-17
5	Details of work undertaken & successfully executed one work of 30% tender value or two work each 20% of tender value in past three years. (Enclosure: Work order/ Invoice/ Certificate from client mentioning the nature of work)	
6	Registration Detail of PAN,VAT, Service Tax & GST (Supporting Document to be enclosed)	
7	Bank Account Details:	Name of Bank: Branch: Account No: IFSC Code:
8	Earnest Money Deposit (EMD) (Enclosure: receipt of DD)	Demand Draft Drawn on any Schedule bank in favour of "Gujarat State Fertilizers & Chemicals Limited" payable at Vadodara.

(Signature of Bidder with official seal)

Full Name:

Date:

Place:

Form-II

Financial Bid

Tender Document for Creative Agency on retainer ship at GSFC
Corporate Communications Department
GSFC, Fertilizernagar, Vaodara-391750

Name of Bidding Company/ Firm/ Agency:

Scope of Work	Monthly Charges on retainer ship (Rs.)
<ol style="list-style-type: none">1. Conceptualising and designing of Creative's for all internal & external communications like Brochure, Leaflets, Hoarding, Banner, Annual reports, AGM, Invitation Cards, e-cards, social media posts, pages for Krishi Jivan Magazine, Magazine & Newspaper Advertisement, Product Bag Designs, calendar, News line, Website, Invitation Card, Letter-head, Festivals, Company's Foundation Day, Press notes, Product Campaign, e-greetings, social media posts-Face book, LinkedIn etc.), PowerPoint Presentation with audio & animation etc.2. Content preparation and translation work for Brochure, Leaflets, Booklets, Product & Service Ads etc, based on the input provided by GSFC in three languages – English, Gujarati & Hindi.3. Any other job as per tender documents	

(Signature of Bidder with official seal)

Full Name:

Date:

Place: